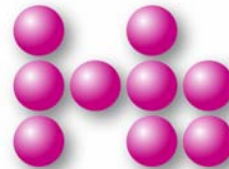


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# The Mangum Group

Munich ▪ London ▪ Sydney



Hills Balfour  
INTEGRATED MARKETING

## Hawai'i Tourism Authority

Representation, Sales & Marketing, Public Relations

Europe



# Hawai'i is changing



## ✓ **Representation, Sales, Marketing, Public Relations**

Blue Marketing, Munich

Hills Balfour, London

Gate 7, Sydney

Mangum Management, Munich

Mangum Public Relations, Munich

## ✓ **Web-Design & E-Marketing**

Destination Sites, Munich/Hamburg

## ✓ **Direct Mail, Fulfilment, Translations**

Euromail Direktmarketing, Munich



# Sales & Marketing Services

The Mangum Group  
Munich • London • Sydney

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- ✓ Branding
- ✓ Cross-marketing & stunts
- ✓ Direct marketing
- ✓ Direct sales
- ✓ Event management
- ✓ Fulfilment
- ✓ Market reporting & analysis
- ✓ Research
- ✓ Strategic planning
- ✓ Telemarketing
- ✓ Trade & consumer shows
- ✓ Translations
- ✓ Travel counselling
- ✓ Visitor analysis



# Public Relations Services

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- ✓ Budget management
- ✓ Clipping evaluation
- ✓ Crisis management
- ✓ Data management
- ✓ Interviews, broadcast appearances, press conferences
- ✓ Media archive (slides etc.)
- ✓ Media events, stunts, cross-marketing
- ✓ PR counselling & strategic planning
- ✓ Press trips (group, individual)
- ✓ Press releases, press kits, newsletters



# The Mangum Group & Hills Balfour

- ✓ Specialists in travel & tourism representation, Sales & Marketing, Public Relations, Advertising
- ✓ Global marketing experience
- ✓ Centrally located offices with modern technical equipment

## The Mangum Group, Germany

- ✓ Formed in 1991 as company for tourism marketing & representation
- ✓ Founder & principal:  
T. Keith Mangum
- ✓ Staff Total: 26
- ✓ Number of Clients: 14

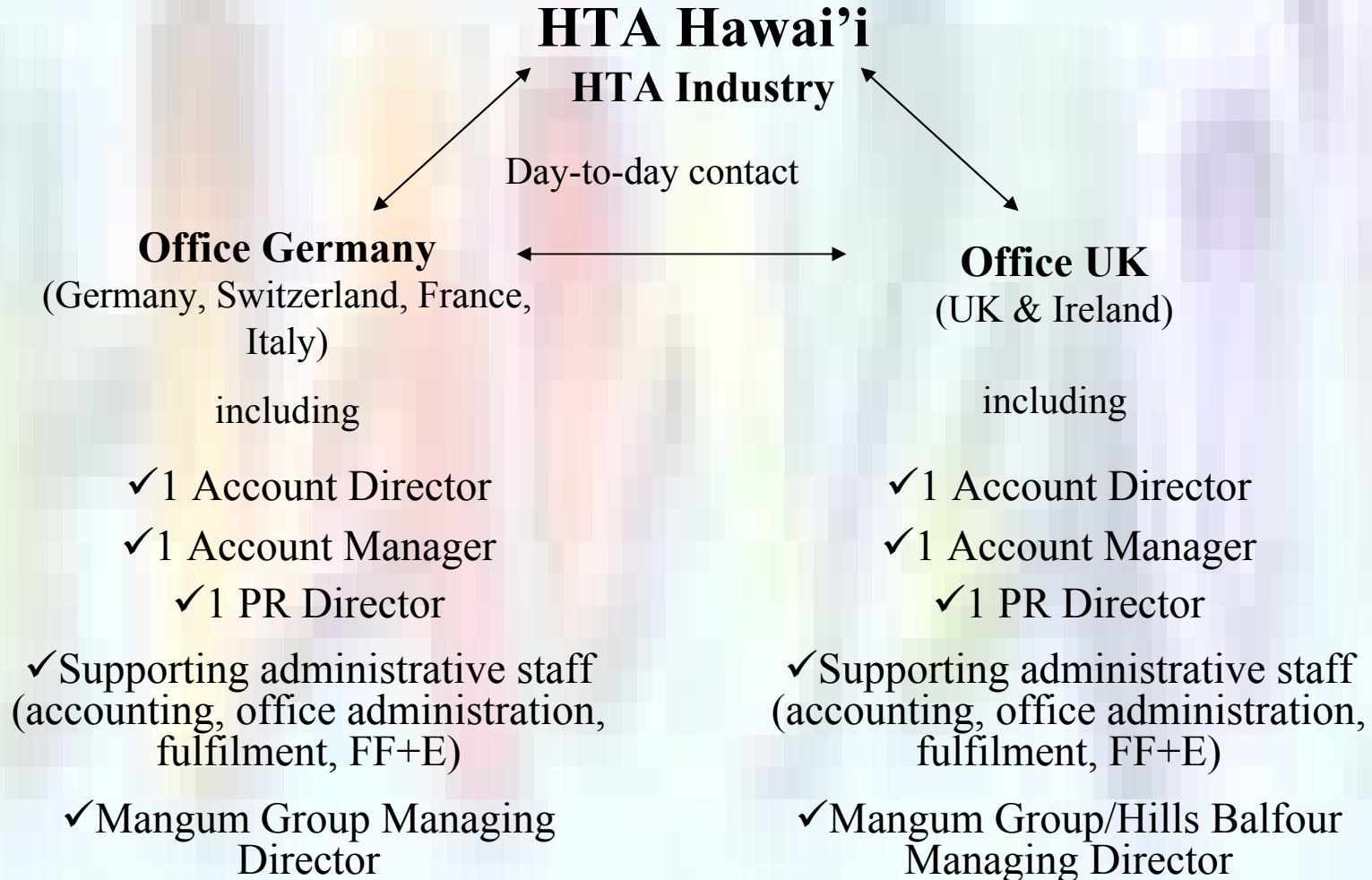
## Hills Balfour, UK

- ✓ Formed in 1998;  
2002: merger between Interface International & Blue Marketing Ltd.
- ✓ Founders & principals:  
Amanda Hills, Keith Mangum
- ✓ Staff Total: 17
- ✓ Number of Clients: 7
- ✓ Affiliate Office in Sweden





# Office Structure



# Research

Our Platform is Knowledge,  
Our Knowledge is the Research





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# Travel Agent Research (UK/GSE)

- ✓Hawai'i is mostly related to Beaches (81% UK/78% GSE), Idyllic Island Paradise (72% UK), Island Hopping (65% GSE), Honeymoon (59% GSE), Aloha/Hula (50% GSE), American Resort (34% UK)
- ✓Possible reasons why clients do not book Hawai'i: Expensive (75% UK/64% GSE), Far Away (55% UK/43% GSE), Limited travel packages (24% UK/33% GSE), Lack of product knowledge (46% UK/27% GSE)
- ✓Desired Sales Support: Fam Trips (75% UK/69% GSE), Seminars (68% UK/61% GSE), Brochures (61% UK/50% GSE)
- ✓Main competitors: Caribbean (88% UK/85% GSE), Mauritius (25% UK/32% GSE), Maldives (25% UK/28% GSE) – more affordable, closer, more package offers
- ✓Best ways to stimulate consumer demand: Media coverage (91% UK/84% GSE), advertising (72% UK/64% GSE), consumer and trade marketing (44% UK/46% GSE)

Based on in-house research among 4,000 TAs



# Tour Operator Research UK

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- ✓ Product is pushed as mid/high-end exotic beach/island hopping destination
- ✓ Normally requires 2 week stay due to travel time
- ✓ Usually a single-centre destination, with return leg stop over in LA the next most popular choice
- ✓ UK exposure as a “cool” sports destination does not impact on target market
- ✓ Strong brand awareness among UK consumers, but low product knowledge and profile of HTA in the UK

In-house survey among a sample of the top USA tour operators UK



# Tour Operator Research GSE

- ✓Hawai'i is mostly a single-center destination (California stopover only)
- ✓Most popular products: beaches, island hopping (Aloha Airlines), fly-drive (Germany), mostly 3- to 4-star accommodation
- ✓German luxury TO report continuous drastic decrease in bookings: "Hotels are too large, people are now looking for more personalized hotel experience." (airtours)
- ✓Average length-of-stay: 2 weeks (Germany), 7-10 days (UK)
- ✓"Weak HTA in-market presence, lack of activities"
- ✓Growing segment: niches, e.g. sports events (ironman, x-terra mtb event, Honolulu marathon)

In-house survey among a sample of the top USA tour operators GSE



# Consumer Research UK/GSE

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- ✓ Hawai'i is mostly related to beautiful Beaches (73% UK/85% GSE), Island Paradise (65% UK), Tropical Climate (56% UK/13% GSE), Surfing (36% UK/12% GSE), Lush Flora (35% UK/14% GSE)
- ✓ Booking of Hawai'i Vacation through travel agency (68% UK/76% GSE)
- ✓ Preferred type of Hawai'i holiday: Package holiday (35% UK/34% GSE), Halfboard (24% UK/26% GSE), flight only (21% UK/24% GSE), all inclusive (20% UK/21% GSE)
- ✓ Preferred sources of information on Hawai'i:  
tourist board (79% UK & GSE), online (62% UK & GSE), travel guide (62% GSE), TO/Agents (58% UK)
- ✓ Preferred kind of information material from HTA: brochures (91% UK/88% GSE), maps (68% UK/79% GSE), hotel directory (56% UK/63% GSE)
- ✓ Value-for-money on the island experienced as good (27% UK & GSE), average (59% UK/41% GSE) or below average (14% UK/26% GSE)
- ✓ 94% UK/90% GSE would return to Hawai'i for a vacation

Based on in-house research among 700 consumers





# Media Research UK

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- ✓ Few of the main UK media have visited Hawai'i
- ✓ Media requests for information include: Value for money, Activities, Time to Go, Where to stay, etc.
- ✓ Every journalist consulted expressed interest in visiting Hawai'i as it is one of the few over-exposed destinations
- ✓ Few Hawai'i features have appeared in UK press due to lack of media visits
- ✓ The little media coverage received was very general and viewed as "stale"

Based on in-house research among sample of 50 trade and consumer media



# Media Research GSE

- ✓ 89% of key media have never been to Hawai'i
- ✓ Hawai'i is mostly related to Beach/Sun, Beautiful Nature, Sports Activities and Culture
- ✓ Topics of interest: Sports & Wellness (19%), Island Hopping (18%), Affordable Hotels/Packages (15%), Nature (15%), News and niche activities (13%)
- ✓ 85% of key media have not featured Hawai'i recently
- ✓ Strong demand from the media:  
Majority of key media has never worked with the HTA , all of them would like to produce a story!

Based on in-house research among sample of 50 trade and consumer media





# SWOT Analysis

## Strengths

- ✓ Positive brand recognition
- ✓ Brand within a brand
- ✓ Perceived as appealing tourism destination (beaches, pristine nature, culture, geographical diversity)
- ✓ Exotic destination, but civilized and with distinct culture
- ✓ Perceived as a safe destination
- ✓ Year-round travel destination
- ✓ Product diversity with strong range of niche activities (wedding/honeymoon, diving, soft adventure, sailing, island hopping, etc.)
- ✓ Variety of accommodation (budget to upmarket)
- ✓ Attractive to all age groups and requirements of travellers



# SWOT Analysis

## Perceived weaknesses

- ✓ Limited perceptions about Hawai'i (sun, beach, nature, hula, surfing)
- ✓ Distance
- ✓ Perceived as expensive (large distance, greater length-of-stay, high airfare)
- ✓ Limited TO product features
- ✓ Weak in-market presence & low level of media exposure (versus competitive destinations)
- ✓ Perceived as mass-market for Japanese travellers



# SWOT Analysis

## Perceived opportunities

- ✓ Strengthening of in-market position
- ✓ Broadening of perceptions of Hawai'i as a brand, use emotional appeal
- ✓ Strength of UK pound and UK economy and Increasing value of the Euro over the US Dollar
- ✓ Product diversity
- ✓ Growth in demand for niche holidays, ie. product & niche product development (golf, wellness, honeymoon, eco-tourism, events, soft adventure)
- ✓ Greater choice of flights through global airline alliances
- ✓ Promotion of shoulder seasons
- ✓ Enthusiasm of media in featuring Hawai'i
- ✓ Increased consumer desire for exotic long-haul destinations, especially huge increase in the popularity into the South Pacific region for the UK traveller (Fiji: +42%)



# SWOT Analysis

## Perceived threats

- ✓ Global outside factors negatively impacting tourism (political conflicts, terrorist attacks, SARS, economic situation / disposable income)
- ✓ Limited airline capacities (airline crisis, less flights at higher price)
- ✓ Competitor destinations with similar appeal (e.g. Caribbean, South Pacific, Thailand/Bali)
- ✓ Aggressive marketing and market spend of competitor destinations; increase in the opening of European-based offices through local marketing companies



# Conclusion

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Hawai'i is a dream destination

The Brand is Hawai'i

The Positioning is “The Dream”

The brand Extensions (USP'S) are “Dream” Products:

“Dream” Beaches

“Dream” Hotels, “Dream” Spas, “Dream” Golf, “Dream”  
Surfing, “Dream” Nature



# Overall Objectives

To increase tourism-related revenue from the  
territory

To increase visitors





# Key Strategies

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- ✓ Close partnership with tour operators to develop packages addressing imbalance: new product inclusion, niche market development
- ✓ Partnership with media and tour operators to expose the relatively undiscovered and “Dream” segments and niches such as diving, wellness, or golfing through training and familiarization activities
- ✓ Address seasonality issue by promoting major niche activities in the Hawai’i shoulder seasons (fall, spring)
- ✓ Develop new volume and high-yield markets in primary (UK, Germany), and secondary markets
- ✓ Sell “the dream”!



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# Overall tactics - Marketing

- ✓ Agent education  
(workshops, TO catalogue presentation event)
- ✓ Cross marketing initiatives
- ✓ Direct mail (e.g. golf, wellness)
- ✓ Fulfillment (trade, consumer) & Data management
- ✓ Information center
- ✓ Market intelligence (trends, brochure audit)
- ✓ Research
- ✓ Road shows
- ✓ Sales calls (TOs, industry partners, Visit USA)
- ✓ Strategic marketing activity plan
- ✓ Travel show participation (e.g. ITB, WTM, Top Resa, BIT, Rheingolf Cologne, National wedding show)
- ✓ Trade fam trips
- ✓ Web site



# Overall tactics - PR

- ✓ Cross-marketing initiatives
- ✓ Media calls (print, radio, TV, online)
- ✓ Media clippings
- ✓ Media events, interviews
- ✓ Media fams (group/individual)
- ✓ Media information center



# Marketing Programs

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Timing	Activity		Activity Details	Partners
Jan	Trade & Consumer	Research	Development, realisation and evaluation of tour operator, travel agent, media and consumer research for UK & German market	-
		Sales & Media Calls	Introductory Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Media Luncheon	Introductory media lunch (trade and consumer) in Hamburg, Frankfurt and Munich	HTA
		Mailings	Mailing of consumer media press release; Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France about new office	-
		Coop Campaigns	Joint direct mailing in cooperation with UK Tour Operator and Airline, Promoting a Travel Combination Hawai'i and USA West/LVA	UK TO, Airline, Island Chapters
			Joint direct mailing in cooperation with Neckermann/Thomas Cook and Airline, Promoting Hawai'i	Neckermann/Thomas Cook, HTA, Island Chapters
	Consumer	Consumer Shows	Hochzeitstage St. Gallen, Switzerland Honeymoon Consumer Show (16.-18.01.2004)	TO, Hotels, HTA, Island Chapters
			CMT Golf, Stuttgart, Germany (22.-25.01.2004) Consumer golf show, joint participation with Sportscheck Reisen. Joint event with Hotel on one evening to be hosted on the stand inviting media and Swiss golf clubs. Distribution of press kits	Sportscheck Reisen, Hotels, HTA, Island Chapters



# Marketing Programs

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Timing	Activity		Activity Details	Partners
Feb	Consumer & Trade	Website	Development of German language website: Design, composition, technical implementation	HTA
		Press Fam	Production of radio CD Rom with professional radio footage and features for distribution to all German radio station	Airline, hotels, HTA
	Consumer	Consumer Shows	The National Wedding Show, Manchester (06.-08.02.2004)	TO, Hotels, DMCs
			The National Wedding Show, London (27.-29.02.2004)	TO, Hotels, DMCs
			Destinations Consumer Show, Birmingham (27.-29.02.2004)	TO, Hotels, DMCs
	Trade	Trade Shows	BIT Milan, Italy Participation at Trade Show (14.-17.02.2004)	HTA, Island Chapters, Hotels, DMCs
		Trade Training	Joint breakfast seminars in 3 UK cities with hotel partners, 20-30 agents per city	UK TO, Airline, hotels
			Joint breakfast seminars in 3 German cities with hotel partners, numbers of 20-30 agents per city	Visit USA, Airline, hotels, HTA
			Visit USA Roashow Switzerland (9.-11-02-04) Seminars for around 600 travel agents in Zurich, Bern, Lausanne	Visit USA, tour operators, hotels





# Marketing Programs

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Timing	Activity		Activity Details	Partners
mar	Trade & Consumer	Coop Campaign	Dertour “Destination of the Month” campaign: Hawai’i Promotion with GEO Saison Supplement, display campaign in 10.400 travel agencies, fax mailing with Raffle	Dertour, HTA, Airline, Hotels, DMCs
	Trade	Trade Show	ITB Berlin Trade show Corner stand, 35 sqm Cost includes stand fee, stand building, travel expenses and exclusive evening function for key media and trade partners – maximum of 50 invitees (12.-16.03.2004) Press Conference with approx. 50 media. Media appointments	HTA, Island Chapters, DMCs, Hotels
		Fam Trips	1 Wholesale/Retail Agents trip in cooperation with tour operators. Focus on Germany, Switzerland, Italy and France.	Airline, HTA, Island Chapters
	Consumer	Coop Campaign	Joint Direct Mailing in Cooperation with Tour Operator to UK golf Clubs	Tour Operator, Hotel, Airline
		Press Trips	2 Individual press fams in the UK and German market, especially journalists who write for lifestyle magazines, consumer travel magazines, golf magazines, sport & wellness magazines	Airline, HTA, Island Chapters





# Marketing Programs

27

Timing	Activity		Activity Details	Partners
Apr	Trade & Consumer	Sales & Media calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Mailing of consumer media press release Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France	-
	Trade	Fam Trip	Educationals for Wholesale/Retail Agents in cooperation with tour operators, focus on UK agents	TOs, airline, HTA, Island Chapters
			VIP Product Managers Famil Invite existing tour operators as well as potential new tour operators from the UK, Germany, France, Italy and Switzerland.	Airline, HTA, Island Chapters
		Trade Show	International Pow Wow Participate at Pow Wow Los Angeles together with international HTA Delegation (24.-28.04.2004)	HTA, Island Chapters
	Consumer	Promotions/advertising	Cross Marketing Campaign with Sport Scheck, Germany's largest sport Department Store with 17 Store Locations throughout Germany. Joint Direct Mailing and Radio Promotion in Germany. Raffle of a trip to Hawai'i.	Airlines, HTA, Island Chapters
		Press Trips	2 Individual press fams in the UK and German market, especially journalists who write for lifestyle magazines, consumer travel magazines, golf magazines, sport & wellness magazines	Airline, DMCs, Hotels, HTA, Island Chapters



# Marketing Programs

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Timing	Activity		Activity Details	Partners
May	Trade & Consumer	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Mailing of consumer media press release Mailing of travel trade media press release in the UK, Germany, Switzerland, Italy and France	-
	Consumer	Promotions/Advertising	Tactical consumer advertising in UK and German golf magazines in cooperation with hotel and tour operator, e. g. Whole world Golf Travel (UK), Golf Tours St. Andrews (Germany)	Tour operator, hotels, airlines, Island Chapters
		Coop Campaigns	American Express, Italy Honeymoon promotion in <i>Platinum Preview</i> , customer magazine of American Express	Hotels, Island Chapters
		Press Trips	2 Individual press fams of Lifestyle Magazines, consumer travel magazines and National Daily Newspapers, UK and German market	Airline, Hotel, DMCs
			Individual press fam with national German TV (ARD, ZDF) and BBC (UK), High Profile TV networks, Production of documentary	Airline, tour operator, hotels, HTA, Island Chapters



# Marketing Programs

29

Timing	Activity		Activity Details	Partners
Jun	Trade & Media	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Sales & Media Mission	Sales & Media Mission through 3 UK and 3 German cities, inviting Travel Agents for Destination Training, as well as conduction sales calls to key representatives from Tour Operators, evening function for Media	Travel Agents, Tour Operators, Media, HTA, Island Chapters
			See America Week Participate at See America Week Workshops - 1 Day Media, 1 Day Trade (24.-26.06.2004)	Airline, DMCs, Hotels, HTA, Island Chapters
	Consumer	Promotions/Advertising	Cross Marketing Campaign: Ironman/X-Terra Sports Promotion Participation at Ironman Germany in Frankfurt; Radio and Print Promotion (Triathlete, Mountain bike, etc), Raffle of a Trip to Hawai'i	Airline, Hotels, HTA, Island Chapters
		Mailings	Mailing of consumer media press release Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France	-
		Coop Campaigns	Joint direct mailing in cooperation with FTI and airline, promoting Hawai'i	FTI, HTA, Island Chapters
			Joint direct mailing in cooperation with UK Tour Operator and Airline, Promoting a Travel Combination Hawai'i and USA West/LVA	UK TO, Airline, Island Chapters
	Trade	Trade Training	Kuoni Road Show Participate at Kuoni Road Show: 10 Cities throughout UK with leading tour operator Kuoni (09.-19.06.2004)	UK TO, Airline, HTA, Island Chapters



# Marketing Programs

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Timing	Activity		Activity Details	Partners
Jul	Trade	Trade Training	German TO: Joint breakfast seminars in 3 German cities with hotel partners, 20-30 agents per city	German TO, Airline, hotels, HTA, Island Chapters
			UK TO: Joint breakfast seminars in 3 UK cities with hotel partners, 20-30 agents per city	UK TO, Airline, hotels, HTA, Island Chapters
	Consumer	Promotions/ Advertising	Tactical Advertising in UK and German Surf and Sport Magazines in cooperation with Hotel and Tour Operator, e.g. Sun & Fun Group (Germany)	Tour Operator, Airlines, Hotels, HTA, Island Chapters
		Press trips	Individual press fam with private German TV (RTL, Pro 7) and UK TV, High Profile TV networks, Production of documentary	Airline, DMCs, Hotels, HTA, Island Chapters
		Consumer Show	Golf Travel Weekly: Participate at Golf Consumer Show together with leading UK Travel Media (02.07.2004)	Golf Tour Operator, Airlines, Hotels, HTA, Island Chapters



# Marketing Programs

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Timing	Activity		Activity Details	Partners
Aug	Trade & Consumer	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Mailing of consumer media press release Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France	-
	Consumer	Promotions/Advertising	Cross Marketing Campaign with Tchibo, European's largest coffee chain with over 1,600 retail stores throughout Europe. Produce a Display for the retail stores – limit to selected dealers Win a trip to Hawai'i. Use addresses for a follow-up mailing with a direct seller	Tchibo, Tour operator, airline, hotels, HTA, Island Chapters
		Coop Campaigns	Joint Direct Mailing in Cooperation with Tour Operator to UK golf clubs	Tour Operator, Hotel, Airline
		Press trips	Group Press Fam for UK and German Journalists	Airline, HTA, Island Chapters





# Marketing Programs

32

Timing	Activity		Activity Details	Partners
Sep	Trade & Consumer	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Mailing of consumer media press release Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France	-
	Trade	Trade Show	TOP RESA, Deauville, France, Participation at Trade show (30.09.-02.10.2004)	HTA, Island Chapters, Hotels, DMCs
	Consumer	Promotion s/Advertisi ng	Hawai'i Supplement in UK and German leading travel trade publication. Focus on Luxury Resorts, Golf, Wellness, Nature.	Airlines, DMCs, Hotels, Island Chapters
			Catalogue Shooting Hawai'i and destination Feature in main Sport Scheck catalogue (circulation 1,2 Mio). Sport Scheck is Germany's largest sport Department Store with 17 Store Locations throughout Germany. Joint Direct Mailing and Radio in Germany. Raffle of a trip to Hawai'i. UK Promotion.	Airlines, HTA, Island Chapters



# Marketing Programs

33

Timing	Activity		Activity Details	Partners
Oct	Trade & Consumer	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Mailing of consumer media press release Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France	-
		Trade & Consumer Show	PATA Reisemarkt in Frankfurt: Show for consumer and trade, seminar for travel agents	PATA, Hotels, Islands Chapters, HTA
	Trade	Trade Training	Airtours International Presentation of Airtours Catalogue in Hawai'i with circa 200 German and Swiss top Selling Travel Agents and Airtours Top Management	Airtours, Airlines, DMCs, Hotels, HTA, Island Chapters
	Consumer	Promotions/Advertising	Cross Marketing Campaign Honolulu Marathon Promotion Participation at Munich Marathon Radio and Print (Runner's World Running Magazine) in Germany. Promote trip to Honolulu Marathon for readership of Running Magazine; Joint Direct Mailing with Sports Brand	Airlines, hotels, Tour Operators, HTA, Island Chapters
		Coop Campaigns	American Express, France Honeymoon promotion in <i>Platinum Preview</i> , customer magazine of American Express	Hotels, HTA, Island Chapters
		Press Trips	Individual press Fam of Kitesurfing/Sports Magazine on the occasion of Kitesurfing World Champion Ship	Airline, DMCs, Hotels, HTA, Island Chapters



# Marketing Programs

34

Timing	Activity		Activity Details	Partners
Nov	Trade & Consumer	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Joint direct mail campaign with Airtours, hotels and HTA, Island Chapters. 12-pages luxury travel brochure – high-glossy, 4c, C5 format. Content 2 pages: General introduction of Hawai'i, 6 pages: Hotels, back cover: HTA and Island Chapters.  Database: Airtours clients, addresses will be selected by turnover and luxury travel segment  Print run: 15,000 (addresses).	Hotels, DMCs, HTA, Island Chapters
	Trade	Trade Show	WTM London, UK Participation in Trade show with own Booth incl. Stand Fee, Stand Building and Travel Expenses (10.-13.11.2004)	Hotels, DMCs, HTA, Island Chapters
	Consumer	Promotions/Advertising	Joint Tactical consumer advertising in German & UK Outdoor magazines	Tour operator, hotels, airlines
		Press Trips	Individual press Fam of Lifestyle Magazine, consumer travel magazine, National Daily Newspaper, UK Market	Airline, Hotel, DMCs
			Group Press Fam for UK and German Journalists	Airline, Hotel, DMCs



# Marketing Programs

35

Timing	Activity		Activity Details	Partners
Dec	Trade & Consumer	Sales & Media Calls	Sales and Media calls in UK, Germany, Switzerland, Italy and France	-
		Mailings	Christmas mailing of consumer media press release Mailing of travel trade media press release in UK, Germany, Switzerland, Italy and France	-
		Coop Campaigns	Joint Direct Mailing in Cooperation with German Tour Operator and Airline Promoting Hawai'i	Airlines, Hotels, DMCs, HTA, Island Chapters
		Luxury Show	ILTM Cannes, France Participate at world's largest Incentive and Luxury Show ILTM in Cannes, France (09.-11.12.2004)	Hotels, DMCs, HTA, Island Chapters
	Consumer	Promotions/Advertising	Joint Tactical Consumer Advertising in Glossy German & UK Wellness Magazines	Airlines, Hotels, HTA, Island Chapters
	Trade	Trade Training	DERTOUR Reiseakademie/Travel Academy Participation at DERTOUR Travel Academy (Destination tba) to train approx. 800-900 Travel Agents on Hawai'i	Hotels, DMCs, HTA, Island Chapters
		Trade Show	EIBTM Trade Show in Barcelona, Spain, with Hawai'i booth; biggest event dedicated to global Mice market (30.11.-02.12.2004)	Hotels, DMCs, HTA, Island Chapters



# KPI Intended Marketing & PR Results

	2004/05	2005/06	2006/07
Number of Visitors	+12%	+15%	+20%
Number of room nights	+15%	+20%	+25%
Market share Performance	+5%	+5%	+5%
Tourism Revenue	+15%	+20%	+25%
Branding Development	20 coop campaigns/Promotions P.A.	20 coop campaigns/Promotions P.A.	20 coop campaigns/Promotions P.A.





# KPI Intended Marketing & PR Results

37

	2004/05	2005/06	2006/07
TO Pages	+10%	+15%	+20%
Product Mix	+15%	+20%	+25%
Niche Products	+15%	+20%	+25%
Trade trainings	9 p.a.	10 p.a.	10 p.a.
Consumer Database	6.000	7.000	8.000
PR Value	3 Mio. USD	3,5 Mio. USD	4 Mio. USD



# KPI Intended Marketing & PR Results

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	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>
Tour Operator Sales Calls	200 p.a.	200 p.a.	200 p.a.
Educationals	5 p.a.	5 p.a.	5 p.a.
Trade & Con-sumer Show participations	14 p.a.	14 p.a.	14 p.a.
Niche Market Participation	15 p.a.	15 p.a.	15 p.a.
Partnership Marketing	25 p.a.	25 p.a.	25 p.a.
Media Coverage	4 TV & 4 Radio Features, 55 Articles	4 TV & 4 Radio Features, 65 Articles	5 TV & 5 Radio Features, 70 Articles
Media Calls	40 p.a.	40 p.a.	40 p.a.



# How to contact us

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